MARKETING MAJOR WITH EMPHASIS IN DIGITAL MARKETING (BS TRADITIONAL)

This program is designed to prepare students with practical marketing skills and knowledge that will be directly applicable to the business world upon graduation. Students gain a strong foundation in marketing theory and consumer behavior alongside cutting-edge digital marketing skills such as social media marketing, search engine optimization (SEO), and marketing analytics. Activities applying direct marketing, advertising, sales presentations, case analysis, and marketing plans expose students to the practical, challenging, and interesting projects and situations they will encounter in their marketing careers.

General Education Requirements

All degree seeking undergraduate students must complete the general education (http://catalog.csp.edu/undergraduate/academic-information/general-education-requirements/) requirements.

Degree Requirements

Bachelor of Science (http://catalog.csp.edu/undergraduate/academic-information/graduation-requirements/#bs) degree consists of a major of typically 30 to 60 credits, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Prerequisites		
ECO 103	Macroeconomics (3)	
MAT 110	Introduction to Probability and Statistics (3)	
Required Courses		
ECO 104	Microeconomics	3
MAN 120	Business Fundamentals and Entrepreneurship	2
MAN 204	Legal Environment of Business	2
CSC 210	Microsoft Excel Core	4
ACC 201	Principles of Financial Accounting	4
DMCX 425	Marketing Analytics	3
FIN 301	Corporate Finance I	4
MAN 301	Organizational Behavior	4
MAR 301	Principles of Marketing	4
DMCX 300	Social Media Marketing	3
DMCX 350	Email Marketing	3
DMCX 400	Search Engine Optimization/Search Engine Marketing (SEO/SEM)	3
MAR 413	Marketing Research	4
MAR 414	Marketing Strategy	4
MAN 401	Business Strategy and Ethics	4
MAN 499	Senior Outcomes	0
Take two of the following three courses for a total of six credits:		6
MAR 471	Global Marketing (2)	
MAR 312	Consumer Behavior (4)	
MAR 498	Marketing Internship (2-4)	
Total Credits		**57**